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# Spotlight

## ON FOREIGN MARKETING

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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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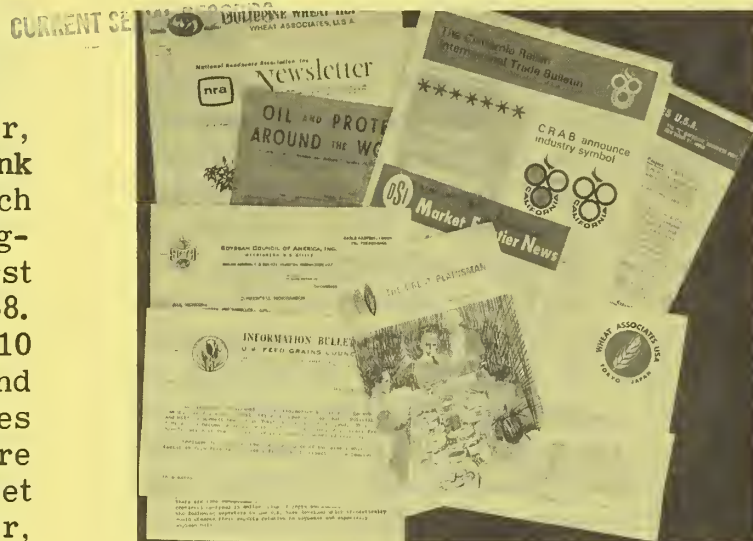
February 1968

### ADMINISTRATIVE VISITS

Francis Harrell, Acting Director, Trade Projects Division; and Frank Brown, Project Coordination Branch are back in the shadow of the Washington Monument after completing the first round of administrative visits for 1968. They called on the 20 Cooperator, 10 Attache, and 11 Embassy Budget and Fiscal offices in the 11 countries covered. In Taipei, Taiwan where there is no Agricultural Attache, they met with the Embassy Economic Officer, Mr. Daniel J. James, who backstops the cooperator programs there.

The points covered included instructions regarding the development of marketing plan budgets, the new cost category coding system for cooperator budgets and expenditures, problems related to cooperator billings, accounting and reporting, and review and interpretation of Title 11 Regulations with emphasis on the revisions now in process.

The team joined Assistant Administrator for Management, Art Minor, in Italy, Morocco, and Spain to assist in a review of local laws and customs and in outlining the arrangements necessary for compliance with them in the cooperator moves being made in those countries.



Newsletters are used by many of the cooperators to help keep the home office and trade informed of current developments.

John J. Lynch, the Soybean Council Comptroller stationed in Madrid, accompanied the team to Rome, Casablanca, Ankara, Tehran, and New Delhi to coordinate arrangements of mutual concern in connection with the Soybean Council's reorganization plans.

The team reports a successful trip with good cooperator enthusiasm for the new coding system. The second round of administrative visits will be held between February 19 - March 8 with Dick Passig of the Trade Projects Division carrying the ball for FAS/Washington.



## PROGRAM OF PRESIDENT FOR NEW EXPORT DRIVE

The program of the President embracing restraints on travel and investments abroad and a new drive for exports was discussed at the January 25 luncheon meeting of FAS and market development cooperators.

The speaker was Paul E. Pauly, Director, Office of International Trade Promotion. Highlights of his comments follow:

The trade surplus is the biggest single factor in closing the balance of payments gap. In 1967 the U.S. had an export surplus of \$4.4 billion. Total exports in 1967 were \$31.1 billion as compared to \$29.4 billion in 1966. The goal is to increase exports and the export surplus \$1 billion this year. The President is asking the Congress to support an intensified five year, \$200 million Commerce Department program to promote the sale of American goods overseas.

Pauly said, the Department of Commerce is borrowing an idea from the Department of Agriculture by organizing a joint export association program. The industrial associations will operate in much the same manner as the co-operators in the agricultural export expansion program. Commerce hopes to stimulate a more positive attitude of private business through this activity.

## ROTTERDAM REVIEW SESSION

Initial reports of the January 29-February 5 review meetings at Rotterdam indicate a successful conference with a useful exchange of information. Marketing plans for FY 69 were one of the main topics of discussion. Representatives from Great Plains Wheat,

U.S. Feed Grains Council, National Renderers Association, agricultural attache offices, and FAS/Washington attended the sessions. More details next month.

## SOYBEAN COUNCIL CONSOLIDATING OPERATIONS

The Soybean Council is consolidating its operations in the dollar market areas into two country offices -- West Germany and Iran -- and a regional servicing office in Madrid, Spain.

The Madrid country office was closed December 31 and the Rome, Casablanca, Bogota, and Cairo offices will be closed soon.

John J. Ward, presently director of the Rome office, will be the European Representative in charge of the Madrid regional servicing office.

The Ankara, Karachi, and New Delhi offices will be continued by the Soybean Council with its own funds.

## MILAN CATERING SHOW

Over 200 Italian food tradespeople with interest in U.S. catering packs attended a meeting and reception at the catering show held at the U.S. Trade Center in Milan, January 20-27.

This was well above the attendance at a similar event one year earlier, and was indicative of the interest of the tradesmen in the products exhibited at the show.

To introduce new products to the Italian catering trade, a special area of the exhibit was reserved for new products of unrepresented U.S. firms. Henry Hinck, formerly with Sealtest Foods, acted as their representative and handled trade inquiries and provided CIF prices for the U.S. products on display.



U.S. "Sandwich King" Robert L. Logan explaining the fine points of making his prize winning "Mexican Ambassador" sandwich to a TV audience in Japan. First prize in the U.S. sandwich idea contest was a trip to anywhere in the world (Logan selected Japan) and cash awards totaling \$1,000. Wheat Associates took advantage of the opportunity by having Logan take time out from holidaying to demonstrate his art of sandwich making to the people of Japan.

## BRITISH CATERERS LIKE NEW U.S. FOOD PACKS

Over 100,000 caterers, hotel-keepers, institutional food buyers and British consumers visited the U.S. exhibit at the Hotelympia Fair in London, January 9-18.

A 30-minute British network television program was broadcast from the demonstration kitchen, featuring Professor J. J. Wanderstock of Cornell University and TWA chef Henry Stahl.

Eighteen display booths were rented by British agents for U.S. food products who distributed samples and demonstrated how easy it is to prepare the convenience foods.

An agent for U.S. canned fruit cocktail said "the larger caterers now look for quality first and price has become a secondary consideration."

Ann Smith, the Rice Council representative, reported many new contacts. She said "we had many food specialists from hospitals, school lunch programs and from industrial and workers' can-

teens who were anxious to learn more about the labor-saving advantages of using American rice."

Frozen bread dough was a big hit among the new U.S. foods displayed at the Hotelympia show. Bridgford Foods Company demonstrated a complete bread package including pan, bread board, plastic cover, bread knife and frozen bread dough. Table-sized loaves of freshly baked bread were sampled after fifteen minutes in the exhibit oven.

The Department of Interior cooperated with FAS in arranging for eleven U.S. firms to display Maine lobster, Alaskan king crab, Gulf shrimp and many other fishery items.

## PRESIDENTIAL "E" AWARD

Secretary Freeman presented a Presidential "E" Award last month to H. W. Walcott & Co. Inc., of San Mateo, California, for expanding foreign markets for U.S. farm products. Herbert W. Walcott, president of the company--growers, processors, and wholesalers of seeds--accepted the award.

The firm's exports of certified California seed have more than tripled since 1965, amounting to more than 35 percent of the company's total sales.

The company cooperates with the American Seed Trade Association's International Committee and with the Foreign Agricultural Service in export market development.

The many friends of *Bill Lodwick*, Millers National Federation, will be interested to know that he is making progress in a bout with a heart condition. He has been hospitalized since December. For those who wish to drop him a note, his address is Georgetown University Hospital, Room 7104, Washington, D.C.



## SCHEDULE OF FOREIGN EXHIBITS

Following is the revised 1968 schedule of U.S.D.A. export promotion exhibits for the 1968 season:

*March 6-14 -- London, England* - Trade Center show featuring fresh fruits and vegetables.

*March 10-17 -- Verona, Italy* - Exhibit of U.S. feedgrains, other feed ingredients, and breeding cattle, breeding swine and rabbits at 7th Italian agricultural fair.

*April 5-21 -- Tokyo, Japan* - A major all-U.S. promotion in our largest foreign market, for the public and trade; to be held on Tokyo's Harumi Wharf.

*May 23-June 23 -- Madrid, Spain* -- Cattle and feedgrains exhibit at triennial international farm show.

*June 2-16 -- Santarem, Portugal* - Exhibit of cattle and feedstuffs in new, permanent pavilion for American products.

*September 1-14 -- Belfast, Ireland* - Established and new U.S. food items at Belfast's Second International Food Fair.

*September 4-15 -- Stockholm, Sweden* - Display at annual St. Eriks show of new foods as well as some food products previously marketed in Sweden.

*September 9-17 -- Cremona, Italy* - U.S. dairy breeding stock will be exhibited for fourth time at Italy's oldest dairy cattle fair.

*September 21-29 -- Munich, Germany* - Full range of U.S. food products will be displayed at this major European trade-oriented fair (IKOFA); special area to feature products of individual States and regions.

*October 14-18 -- Beirut, Lebanon* - First major U.S. sponsored processed food show in Lebanon; aimed primarily at the trade.

*October 24-November 4 -- Paris, France* - Exhibit of U.S. processed foods and commodities at this large, biennial, international food show.

*October 28-29 -- Barbados; October 31-November 1 -- Trinidad; November 4-5 -- Curacao* - Processed food shows for the trade only to be held consecutively on these three Islands.

*November (dates to be announced) -- Vienna, Austria* - Solo U.S. exhibit of food products for resort hotels, hospitals, and schools.

## GENESIS OF AN IN-STORE



The overseas offices and members of the U.S. Feed Grains Council are kept informed of upcoming feed grain market development activities through a Calendar of Events issued by the Washington office.



Bakers training projects have helped bring about better use of PL 480 wheat in many of the developing countries. Shown are S. D. Kambli and S. C. Dubey of India on a visit to a Kansas City bakery. The trainees attended the American Institute of Baking School in Chicago and will be training others in the art of baking on their return to India.

The logistics and development of a typical in-store promotion are told in a recent report from the Office of Agricultural Attache in West Germany.

An in-store promotion with the KOMA voluntary grocery chain was held in 1966. Based on the success of this promotion, KOMA submitted a proposal last Spring for a promotion with their 1,000 stores in the Ruhr industrial belt. A contract was signed in July, specifying the share of advertising costs and other expenses to be borne by KOMA and FAS. Koma agreed to purchase a specified amount of U.S. food products and to introduce ten new items at their stores.

Planning sessions were held during the summer at which approval was given by the Agricultural Attache for printing of certain point-of-purchase materials. In October, during the ANUGA fair, KOMA officials met with FAS representatives to present their program to supplement the promotion, including such things as additional posters, demonstrations and free sampling.

A press conference on November 6 launched the 9-day promotion. A Bonn square dance group entertained the group with a demonstration of American folk dancing.

The KOMA-North in-store promotion paid off with sales of over \$250 thousand worth of American foods, not including the repeat orders that have come in since the close of the promotion. A more detailed report on sales by product will be forthcoming soon when the firm submits its final report as required in the contract.

Meanwhile, the KOMA-South branch is planning a similar promotion next month with their 1,300 self service stores in the Cologne-Wiesbaden area.



## FAR EAST WHEAT MISSIONARY

Dr. Joellene Vannoy, home economist and "missionary" for American wheat in the Far East, stopped in FAS on her way for home leave and a short term assignment in Indonesia.

Joellene's work with Western Wheat Associates has taken her to about every country in the Far East. It has included educational work in dollar market areas and assistance programs in the developing countries on the utilization of processed wheat foods.

One of her recent projects was an educational program in Bengal, India to show the people how to use grain sorghum as a food. The sorghum was being shipped to India under PL-480 to supplement shipments of U.S. wheat. The program was successful and sorghum is now acceptable food to the people of Bengal.

Her project in Indonesia will be an educational program for Bulgur, activities for which were initiated last September in preparation for a shipment of about 25,000 tons scheduled to arrive this month under the Food for Freedom program.

## SEEKING THE ANSWERS

The following poetic gem is from the annual report of Western Wheat Associates:

Give Us This Day Our Daily Bread  
Is the oldest prayer that man has said.

In every tongue millions still pray  
All over the world for food each day.

We Americans live in the promised land  
With bountiful food on every hand.

We have wheat to sell to those who can buy  
And wheat to give to the hungry who cry.

It's not easy to sell nor to give it away,  
Others sell too, and the giver must pay.

We know that our lands will yield more of this  
wheat,  
But the price must be right so our farmers  
can eat.

To grow it, to sell it, or give it away;  
These are the questions we are facing today.

We will seek out the answers wherever we can,  
And include them next year in our Marketing  
Plan.

## BOX SCORE ON TOKYO

Interest continues to mount in the U.S. Food and Agricultural Exhibition at Tokyo, April 5-21.

As of Lincoln's birthday, the score card was as follows:

- 18 Cooperators participating
- 12 State groups in the Hall of States
- 60 Commercial booths sold
- 60 Firms in the self service market
- 135 Firms participating overall
- 4 Japanese store groups with U.S. in-store promotions
- 50 Signed-up for the People-to-People tour





## HERE and THERE

*Tobacco Associates* will be exhibiting and making contacts at the International Trade Fair in Leipzig, East Germany, March 3-14. President John D. Palmer and his assistant, Bob Minor, will be manning the exhibit, contact office and conference room. It will be the fifth year Tobacco Associates has participated in the Leipzig fair. The exhibit is being financed by Tobacco Associates with its own funds as a means of developing the markets of Eastern Europe for American flue-cured tobacco.

*Agriculture and Commerce* swapped notes on export program evaluation at a February 6 meeting of FAS market development staff workers. The speakers were James E. Murrin and Lynn Jackson, the Director and Assistant Director of Program Evaluation for the Department of Commerce.

*Cotton Council International* elected the following officers at its annual meeting in Oklahoma City, January 27: Robert P. Pugh, cotton producer, Portland, Arkansas, President; J. Russell Kennedy, member of the Calcot cooperative, Bakersfield, California, Vice President; and W. D. Lawson, 3rd, cotton merchant, Gastonia, North Carolina, Treasurer.

*Training in export promotion* is being provided to the developing countries by the GATT (General Agreement on Tariffs and Trade). The program includes training courses at the United Kingdom Board of Trade, a 3-month course at the Turin Training Centre, and numerous courses and seminars at the Trade Centre in Geneva sponsored by GATT members and private donations.

*W. J. Lehmann*, an experienced edible oils technologist, joined the Soybean Council Servicing Office staff at Madrid, January 16. His first trip will be to India where he will be participating in the Oil Technologists Association Symposium at Hyderabad. After up-dating the Indian technologists in the use of soybean oil, Lehmann will move on to Israel and Yugoslavia for trade assistance in soybean oil utilization and processing.

*Dale Douglas*, Grain and Feed Division, is in training for an assignment as assistant agricultural attache to Mexico. He expects to be arriving in Mexico City in June.

*F. C. Martin*, oil technologist in the Soybean Council Madrid office, was on a busy schedule last month assisting processors in Afghanistan to improve refining and deodorization of soybean oil. From there he proceeded to Karachi and Chittagong to assist the mills in utilization and processing of soybean oil.

*Telefood Magazine* devoted its January international supplement to Fine Foods from the USA. Emphasis is given to the U.S. in-store promotions, and exhibits at trade shows and trade centers, and how U.S. firms can participate in these activities. Copies are being distributed to the attaches at the major market development posts.

*The American Angus Association* has signed a 2-year cooperative market development project agreement with FAS for the promotion of U.S. Angus cattle. Milton Miller, the Association's Director of Market Development, will be in charge of the activities.

*The National Renderers Association* will be holding a marketing plan session in San Diego, California, February 17-18. NRA officers, Jim Iso, its Far East Director, and Ivan Johnson of FAS will be attending the meeting. The NRA group will move on to Tucson, Arizona, February 19-23, to discuss marketing activities for FY 1969.

*DeVoe H. Willard*, President of the National Peanut Council, and his assistant Ronald F. Collins, were in London in December making plans for a National Peanut Promotion campaign in Great Britain.

*The California Raisin Advisory Board* reports good sales to overseas markets. Manager Henry Andreas says exports to its 38 foreign markets in September-November, 1967 were 23,653 tons, up 5,855 tons from the comparable period of the previous year. Countries in which CRAB was promoting had the largest increase.

*Winn Tuttle*, Wheat Associates Director in Taipei, reports that the Taiwan Food Bureau has budgeted almost \$40,000 to promote the usage of wheat among its rice eating farm families. The Taiwan Wheat Products Promotion Council is training instructors for the governments promotion program. The goal for the first full year of operation is 30,000 metric tons, which, if realized, would increase total consumption of wheat products in Taiwan over 10 percent in one year.

*Fred Schneider*, Wheat Associates Director for South East Asia, tells us of the opening of a baking school in Bangkok. It is owned by one of the Bangkok flour mills and will be under the direction of a Thai baking technician who was recently brought to Manila for training at the WA Bakers Training School.

*Japanese imports of forest products*, according to the American Plywood Association, are second only to petroleum among the items imported by that country. In the first 10 months of 1967, 8.6 million square feet of U.S. structural plywood was exported to Japan, as compared to 2.9 million square feet for all of 1966.